

**MBA Degree (FTIII & PTV) End Semester Examination- February, 2022****20-371-0311/SMS 2311/16-372-0512: SUPPLY CHAIN MANAGEMENT**

(Regular and Supplementary)

Time: 3 Hours

Max. Marks: 50

**PART A***(Answer ALL questions. Each question carries 2 marks)*

1. What is Value Chain?
2. What is Total Cost Approach?
3. What do you mean by Fourth Party Logistics?
4. What is Push and Pull Strategies?
5. What is Enterprise Resource Planning?

(5X2=10)

**PART B***(Answer any FIVE questions. Each question carries 4 marks)*

6. "Effective supply chain system is a source of competitive advantage for business". Comment on.
7. What do you mean by outsourcing? Explain how outsourcing strategies are developed in SCM
8. "Effective Management of the flow of Inventory is the key to SCM". Do you agree? Explain all the issues involved in the Management of the flow of Inventory?
9. Explain in detail the import drivers of SCM?
10. Explain the enabling role of IT in SCM with examples
11. Describe reverse logistics and its impact on ecology and environment?
12. Explain in detail various uncertainties in SCM and how these can be tackled?

(5X4=20)

**PART C***(Answer any TWO questions. Each question carries 10 marks)*

13. Explain in detail bullwhip effect and its relevance in SCM? How does it relate to lack of co-ordination in the Supply Chain? What are its impacts? How it is tackled in SCM?
14. What important consideration should be employed to identify the appropriate Customer service measures in SCM? Explain how an efficient Customer Service strategy will be developed.
15. Explain the important factors considered for designing a Supply Chain Network? Describe the supply chain of milk that we get from the dairy by considering all the above factors into account. What do you think are the major problems that a dairy like MILMA could have with its Supply Chain?

(2X10=20)